

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Agrawal et al.

Atty. Docket No.: JP920030161US1

Serial No.: 10/734,793

Group Art Unit: 3622

Filed: December 12, 2003

Examiner: Colleen A. Hoar

For: TARGETING CUSTOMERS ACROSS MULTIPLE CHANNELS

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**SUPPLEMENTAL AMENDMENT AND REQUEST FOR CONTINUED  
EXAMINATION (RCE) UNDER 37 C.F.R. §1.114**

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment is filed along with a Request For Continued Examination (RCE) in response to the Advisory Action mailed September 15, 2009, which indicated that the response filed on August 4, 2009 did not place the application in condition for allowance. The final rejection was mailed on June 10, 2009 and set a three-month statutory period for response; therefore, this submission is being filed along with a 1 month extension of time fee.